

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. IV

FEBRUARY, 1957

LIBRARY
RECEIVED
FEB 14 1957
S. D. D. D.

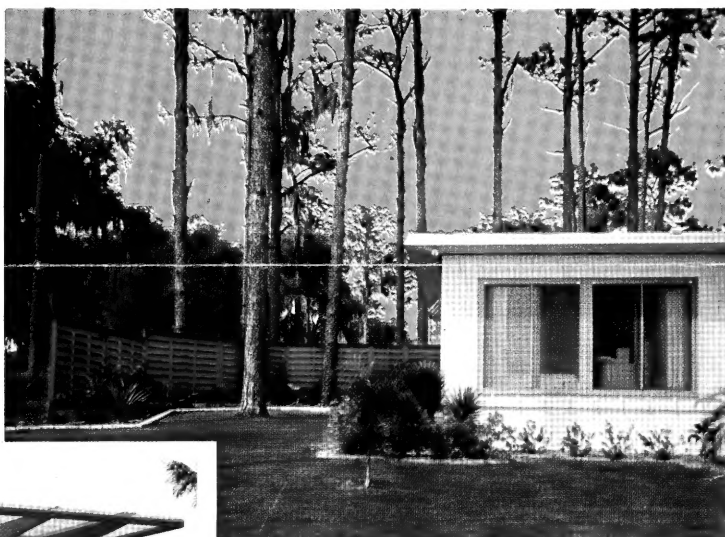
NO. 2

LANDSCAPING AN INVESTMENT—NOT AN EXPENSE!

Considered a luxury only a few years ago, good landscaping is now a necessity. A planting increases in size, beauty and value after installation, so with proper care it actually is a **GROWING INVESTMENT**.

Beauty has become one of the important factors in our new living standards of today, and good landscaping completes the frame for your home and reflects your discrimination and good taste.

Landscaping is considered a **HOME IMPROVEMENT** by the Federal Housing Authority, and as such it may be financed in amounts up to \$3500.00. Even new home owners may avail themselves of such financing under the new plan now in effect. Details are available upon request at your bank or at our office.



GOOD LANDSCAPING FOR YOUR HOME

1. Increases comfort and liveability.
2. Accentuates natural beauty of surroundings.
3. Adds to immediate value of property.
4. Increases evaluation as it grows.
5. Plans for ease in maintenance.
6. Serves as nature's air conditioners.
7. Portrays your good taste and discrimination.
8. Boosts your family's pride of ownership.
9. Includes family recreational facilities.
10. Makes your house and grounds a real home.

EXPERT DESIGNING AVAILABLE FOR YOUR GARDEN

Whether you plan to do your landscaping a little at a time or all at once, you'll need expert guidance. Our experienced staff of graduate Landscape Architects is familiar with Florida soils and climatic conditions, plant materials, and the art of landscape design.

Our services are as near as your telephone. Call our nearest office for an appointment.

Leesburg—158

Ocala—MA 2-8345

Winter Park—6-2781



"MUSTS" FOR YOUR FLORIDA GARDENS —

Favorites that have been proven ideal for Central Florida climatic and soil conditions . . . trees and shrubs that add color to your planting. Ask our salesmen for recommendation as to best plant for your location. Visit our nurseries at Leesburg and Ocala and see the many varieties of trees, shrubs, vines and palms to make your garden dreams come true!



DOGWOOD—CORNUS FLORIDA

Another native tree that should be more widely used because of its beauty. Snow white flowers borne in early spring, and attractive foliage turning red in the fall make this a valuable attraction in your garden all year long. Florida Nursery offers selected strains of Dogwood.

Priced \$4.50 and up



CALLIANDRA—POWDER PUFF TREE

Beautiful large shrub or small tree that blooms almost all year; flowers inconspicuous, but the long stamen form interesting globular inflorescence. While the bright red flowers are probably the most popular, Calliandras are available in pink and white varieties also, as well as a variety with variegated foliage. Many sizes from which you may choose.

Priced 75c and up



AZALEAS

By far the most spectacular flowering shrub for winter and spring bloom because of the wide range of colors and the type variations in growth. Florida Nursery has many fine varieties, and you may secure the help of our personnel to help you work out an attractive planting to give you that colorful mass effect so spectacular at this time of the year. They may be planted now while they are in bloom, and you can see just how they look immediately. Many sizes!



FLORIDA ORCHID TREE

The Bauhinia is called "Poor Man's Orchid" or Florida Orchid because it thrives well and blooms heavily. Easy to grow, it is one of the most attractive flowering trees for Florida! Plant one each of the purple and white flowering beauties and enjoy them each winter and spring when they bloom!

Only \$1.00 and up



BOUGAINVILLEA

The most handsome ornamental vine used in Florida, and probably the most widely planted. The glossy green foliage and rank growth habit makes it ideal for trellis use, particularly where you want shade and color. It also is spectacular when trained along a wall, etc. While the flowers themselves are small and inconspicuous, the color is in the three large showy colorful bracts around the flowers.

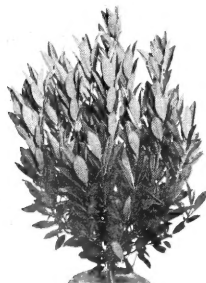
Easy to grow, the Bougainvillea is deep rooted and thrives with less water than almost any other plant. There are several varieties of Bougainvilleas, so you may choose your favorite color; they range from pure white through pink, orange-red, salmon, orchid, and lavender to a rich deep purple shade.

\$1.50 and up



Viburnum odoratissimum is evergreen, hardy and wonderful for foundation plantings, hedges, etc. The large, glossy dark green leaves are accented by fragrant white flowers in dense heads in early spring. Viburnum makes an attractive background for colorful shrubs—offer cold protection too!

Priced \$1.00 up



ILICIIUM ANNISATUM

A handsome broadleaf evergreen shrub with aromatic anise odor when foliage is crushed. Flowers small, inconspicuous, creamy white. The dense growth habit makes Anise excellent for hedges, background plantings or for use in foundations. Easy to grow, and can be kept sheared to keep them the size you need.

\$1.25 and up



ALOE ARBORESCENS

A tender herb used as an ornamental, either in pots, plant boxes or beds. The fleshy leaves are considered excellent first aid for burns, and many folks grow a pot of Aloe on the kitchen window sill to have it handy in emergencies. The flower stalks are very showy, although the orange red flowers are not large individually; the tall spikes are spectacular while in bloom, and the plant itself is attractive.

\$.75 and up



MELALEUCA LEUCADENDRA

Cajuput tree—Florida's answer to a need for tall slender trees for skyline use. Similar to northern birch with a light creamy bark in peeling, spongy layers. Creamy white flowers similar to bottle-brush.

Sizes from \$1.75 and up

FLORIDA NURSERY GARDEN NEWS

Published by

FLORIDA NURSERY AND LANDSCAPE CO.

N. 14th St.
Phone 158
LEESBURGOPEN DAILY 8:30 TO 5:30
CLOSED SUNDAYS. Orange Ave.
Ph. Ma-2-8345
OCALA

Professional Office: 125 E. Welbourne St.

Phone 6-2781

WINTER PARK

Open Monday thru Friday

9 A.M. to 5 P.M.

Sat. — 9-12 A.M.

"MILLIONS OF PLANTS"



EXPERT INSPECTION SERVICE

Don't let your lack of knowledge as to plant needs cause loss of valuable plant materials . . . FOR ONLY \$5.00 PER MONTH, OUR EXPERT WILL CALL AT YOUR HOME, CHECK YOUR LAWN, SHRUBS AND TREES, AND SEND YOU A WRITTEN REPORT OF FERTILIZING, SPRAYING, PRUNING, ETC., THAT SHOULD BE DONE.

If you don't care to do it yourself, he'll give you the estimated cost of having our experienced crew do it for you.

This service was designed especially for newcomers to Florida, and for folks who are here only part of the year, but want to protect their investment while they are away.

Call our office or write for application blank—let us tell you how to solve your problems!

FLORIDA NURSERY'S OWN MAGIC FORMULA—

Z I N G !

Not "just another fertilizer"—but a COMPLETE WELL BALANCED PLANT FOOD!

Natural organic plant food designed to stimulate good plant growth under Florida climatic conditions; to compensate for Florida soil conditions in general, and to encourage slow steady healthy growth.

It's rich—It's black—It's different!

Only \$3.95 per hundred



Questions You've Asked About FLORIDA GARDENING!

Q. I have some Agapanthus which are in large clumps. I'd like to transplant them and divide them. When is the proper time?

A. As soon as possible after your blooms are gone, unless you have seed pods that are developing. If you want to save your seed and plant them to increase your stock, then immediately after the seed pods are ripe, remove them and transplant and divide the clumps.

* * *

Q. I would like to have you diagnose the trouble with the enclosed Azalea twigs and advise treatment. They seem to be going back.

A. From the branches sent in, it appears that the soil evidently has become too alkaline for the Azaleas and the chemical reaction has tied up the plant food. Our recommendation is that you send soil samples for analysis, and if this is the case, then the best treatment is to take up the Azalea plants, and prepare the soil with $\frac{1}{2}$ peat, and replant the Azaleas. It would be well also to cut them back to make them bush out, since they seem to have lost all foliage except that on the tips of the branches. Fertilize them liberally when replanting and again in June.

* * *

Q. I have a plant which I purchased as a "Hurricane Palm", and one of my neighbors tells me it is not a Palm, but a Philodendron. Can you identify it for me?

A. Sorry, but your neighbor is correct. Sometimes common names or local names are confusing. The plant in the picture is a Philodendron Selloum, or arborescent type Philodendron. There is a Hurricane Palm, but it is quite different in leaf and texture.

* * *

Q. What annuals may be planted now?

A. You may still set out Petunias, Snaps, and other spring flowering annuals if you can secure plants that are well established. Next month, however, you will want to begin planting seed of your summer flowering annuals, such as Salvia, Zinnias, Marigolds, Asters, Balsam, etc.

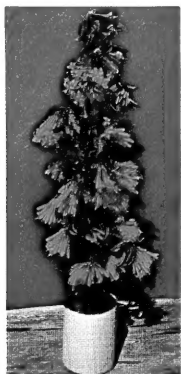
* * *

Q. We have a trellis on which we would like to establish a climbing rose; however, we would like to have one that is everblooming as nearly as possible, so we will have some color. What can you recommend?

A. If you like a yellow rose, the old favorite Mareschal Neil would be wonderful and blooms almost all year. If you prefer red, then the Red Louis Phillippe Climber will give you beauty all year.

You might use for spring flowering only either the Paul's Scarlet Climber or Blaze, both of which are bright red, but which bloom seasonally only.

62 1957
Grow Florida's Famous Flame Vine!



Magnificent masses of these beautiful blossoms produced three to four months each year! A vigorous grower that drapes trellis, fence, or tree with glossy, dark green foliage and flaming color. Botanically known as *Bignonia Venusta*.

Healthy container grown plants
priced from

\$1⁰⁰ up!

Sec. 562 P.L.&R.
U.S. Postage

PAID

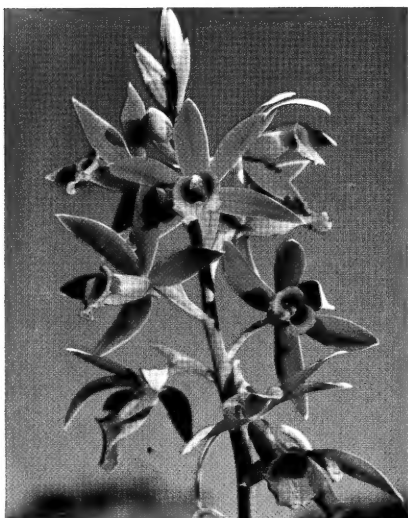
Leesburg, Fla.
Permit No. 15

Library

U.S. Dept. of Agriculture
Washington 25, D.C.

FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA AND WINTER PARK, FLORIDA

FORM 3547 REQUESTED



ORCHIDS—FOR POTS OR FOR GARDENS!

Growing Orchids is no problem when you plant *PHAIUS GRANDIFOLIUS*—the beautiful Nun's Lily Orchid! This earth-grown Orchid thrives in pots, planter boxes, tubs or in the garden—a most versatile plant.

Each psuedo-bulb produces one to two tall bloom spikes with twelve to twenty orchids on each spike. The flowers are two to three inches across, with a brown flecked silvery petal and a deep purple lip margined with yellow. The pistil is shaped like an ivory replica of a hooded nun, hence the common name of "Nun's Lily."

The lily-like foliage is evergreen and a pleasing shade of green; it is always attractive even when not in bloom and makes an excellent facer for taller shrubs.

It thrives best in a soil rich in humus so peat should be spaded liberally before planting. Fertilize monthly, and provide plenty of water, and you'll have plenty of Orchids!

BLOOMING SIZE, \$3.50 and up.

VISITORS ALWAYS WELCOME!

There is always something lovely to be seen at Florida Nursery, for the changing seasons bring variations.

In the colorful display gardens at Leesburg you'll enjoy now the Camellias, Azaleas, Flame Vine and other blooming shrubs; later the Gardenias and the Nun's Lily Orchids, Agapanthus, Clivias, etc., and still later will be bright Ixora, Thryallis, Hibiscus, Magnolias and other beauties.

So, whenever you have time to enjoy the beauties of God's handiwork, or when you have guests you'd like to see the Florida favorites, our gates are always open!

COME AND BRING YOUR CAMERA!

